



SCT2® (Advanced Selling Comfort Today)

The sale is not made when your customers endorse your proposal; the sale is made long before that in their mind! They need the mind's approval to buy... approval starts in the subconscious, then builds until they are mentally past the decision to buy. Once they buy in their mind, all that's left is working out the final details! So what's the key to gaining the mind's approval to buy? Desire! When we desire something badly enough, over 80% of today's customers will do whatever is needed so they can do business with you now!

- ✔ Learn what Aristotle said is necessary to build desire and move people into action. (These key elements are even more important today)
- ✔ Discover the quickest way to transform mild interest into strong desire. (If' you're not doing this you're wasting time and burning money)
- ✔ Master the primary mental cues that fast-forward the entire buying process. (You'll be amazed how this works)
- ✔ Learn the 5 desire motives that should be in every presentation. (Most people place much more importance on these than money)
- ✔ You'll learn the key words that trigger emotional reaction and skyrocket desire. (Also learn words can dampen desire and kill the sale)
- ✔ Learn the universal laws that most humans are obligated to follow. (Fascinating information that can turbo-charge you success)
- ✔ How to get people to like and trust you in the shortest time possible. (*"The main work of a trial attorney is to make a jury like his client"*, Clarence Darrow)
- ✔ Review the steps in the Selling Comfort Today® process. (You're limiting your success if you skip just one of these critical elements)
- ✔ Receive the invaluable Advanced SCT2® manual. (You'll find the value of the guidebook far exceeds the program investment)
- ✔ Using a case study method, we'll use the tools to solve the toughest objections you see. (Bring those objections you can't get around, we'll solve them as a team)